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**A STUDY OF EMPLOYEE RETENTION STRATEGIES FOR
ORGANIZATIONAL PERFORMANCE**

SHRUTHI KUNAMALLA

Research Scholar, Ph. D in Management
Dr. A.P.J. Abdul Kalam University, Indore, M.P.

ABSTRACT

The shifting demographics of the workforce are a direct outcome of the current state of the labour market, as workers have more options and are consequently more picky about the jobs they take. In such a situation, it is the responsibility of businesses to develop and implement effective employee retention strategies that inspire and motivate workers to commit to the company long-term and to contribute actively to the attainment of its aims and goals. Organizations should implement effective retention methods in which high performers are recognised and encouraged and low performers are counselled to improve. The following are some methods of retaining valuable employees that will boost corporate output and bring about strategic competency despite the difficulties of the current economic climate.